

Members Present: Ted Cushing, County Supervisor, Finance
Guy Hansen, County Supervisor, Forestry
Dan Kuzlik, UW Extension
Ruth Goetz, Dept. of Tourism, North District
John Pfeifer, 2006 County Contractor
Sarah Pischer, Minocqua—Arbor Vitae—Woodruff Area Chamber
Kari Zambon, Pelican Chamber
Diane Hapka, Three Lakes Chamber

Member Absent: Jennifer Gibson, Minocqua Resort Association
Jodi Hanson, Rhinelander Chamber

Others Present: Kari Canfield, Minocqua/Arbor Vitae/Woodruff Area Chamber Dir.
Joe Brauer, Airport Director
Charles Wickman, County Supervisor, Forestry
Cindy Burzinski, Vilas County Advertising Department

1. CALL TO ORDER

Guy Hansen called the meeting to order at 1:30 p.m. at the Minocqua / Arbor Vitae / Woodruff Area Chamber of Commerce. He noted that the meeting was properly posted and noticed in accordance with the Wisconsin Open Meeting Law.

2. APPROVE AGENDA

It was moved by Cushing, seconded by Pfeifer, to approve the June 12, 2006 agenda. All “aye” on voice vote. Motion carried.

3. APPROVE MAY 12, 2006 MEETING MINUTES

It was moved by Pfeifer, seconded by Pischer, to approve the May 12, 2006 minutes. All “aye” on voice vote. Motion carried.

4. RESTATE MAIN GOALS AND OBSTACLES

Dan Kuzlik restated goals and obstacles as outlined in the minutes of May 12, 2006:

- a) Develop adequate resources from the County / Grant opportunities.
- b) Identify leadership and coordination.
- c) “Brand Name” for Oneida County Tourism.
- d) Marketing administrator with a trained staff.

5. BRIEF REVIEW OF VILAS, BAYFIELD, AND PRICE COUNTY STRUCTURES AND BUDGETS

Dan Kuzlik, with input from Ruth Goetz, Sarah Pischer, and Cindy Burzinski, reviewed structures and budgets as outlined in the May 12, 2006 minutes:

A. Bayfield County

1. Name: Bayfield County Tourism and Recreational Department.
2. Two full time staff.
3. Responsibilities—County-wide tourism promotion, trails support and maintenance of three County campgrounds.
4. Total budget of \$751,650.00 of which \$129,557.00 is earmarked for tourism.
5. The department is housed under Forestry.
6. Bayfield combines their efforts with Ashland County and the Ashland County staff

handles the effort.

7. All Ashland and Bayfield County Chambers meet quarterly with the departments. The chambers are advisory only.

B. Price County

1. Name: Price County Tourism.
2. One full time clerical and one part time director.
3. Total budget of \$94,501.00 of which \$24,250.00 is earmarked for promotion. They also received a \$26,200.00 JEM Grant.
4. Responsibilities—Promote Price County as a travel destination, maintain tourism office, print brochures, web site, 800 number, and advertising.
5. The department is housed under Forestry.
6. Price County only has two chambers—Phillips and Park Falls.

6. ADDITIONAL DESCRIPTION / DISCUSSION OF VILAS COUNTY TOURISM PROMOTION PROGRAM

Cindy Burzinski provided additional information on the Vilas County Tourism Program. She pointed out that they mail out 50,000 brochures annually and that postage runs \$14,000.00.

Their web site was developed “in house”, is on the Vilas County server, and is updated / maintained by Cindy and her clerical assistant. Vilas County also has an Annual Resort Tour for resort owners to “network” and build on each other’s ideas.

Cindy confirmed that they did indeed merge with Economic Development and will be called the Vilas County Advertising and Economic Development Department. She handed out the 2005 advertising schedule that included a tracking of annual inquiries and internet visitors.

Cindy noted that their web site became active in 2000 and that internet visitors grew from 21,500 in 2000 to 96,506 in 2005. She also discussed 11 kiosks that provide information to visitors 24/7. They were paid for by a \$49,000.00 grant with an additional cost of \$25,000.00 in set up fees. Cindy agreed to send out color copies of the 2005 report and noted that their next Vilas County meeting would be held July 6, 2006 at 1:00 p.m.

7. DEFINE THE PROPOSED ONEIDA COUNTY TOURISM “PROGRAM” STRUCTURES, FUNCTION, AND FINANCING.

This portion of the agenda began with John Pfeifer summarizing his letter dated May 30, 2006 (see letter attached). John feels that we need to be “goal oriented” in developing our program. Ruth Goetz indicated that you can’t equate dollars spent to actual dollars of income. She feels that the secret is to have a steady campaign of advertising / promotion.

Ted Cushing passed out a fiscal impact statement (see attached) showing the cost of adding two full time employees to the County payroll of \$97,689.00 and 50% director and full time clerical at \$70,761.00. He pointed out that this does not include any office expenses. Ted indicated that if you looked at the five plans outlined by the Committee at our last meeting, that a common thread ran through all plans:

- 1) A significant increase in the budget.
- 2) Re-establish the Oneida County Chamber of Commerce.

Based on high cost of adding employees to the budget, Ruth Goetz said we should look at a “stepped” approach that would phase in needs over a period of time. Diane Hapka agreed with this idea.

Dan Kuzlik asked what per cent of the budget would be administration. John Pfeifer felt that out of a \$100,000.00 budget, about \$30,000.00--\$35,000.00 would be spent to run the program and “jump start” the Oneida County Chamber of Commerce. Cindy Burzinski reminded everyone that the Vilas County Chamber is all volunteers. Ted Cushing talked about a “grants” approach where each town in the county could apply for a grant to fund a project. The pool of funds for the grants would be provided by Oneida County.

Finally it was decided that there should be a sub-committee formed to develop a marketing plan. The sub-committee is as follows:

Kari Zambon
Ruth Goetz
Sarah Fischer
John Pfeifer

They will meet on June 28, 2006 at 10:00 a.m. at the Minocqua / Arbor Vitae / Woodruff Area Chamber of Commerce Office.

8. Set date, time, location, and topics for next meeting.

The next meeting will be held July 7, 2006 at 9:00 a.m. at the UW—Extension Office at the airport.

9. ADJOURN.

It was moved by Pfeifer, seconded by Fischer, to adjourn the meeting. All “aye” on voice vote. Motion carried.

Chairman, Guy Hansen

Ted Cushing, Recording Secretary